

How to Implement On-Site SEO the Right Way



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If you're not on the first page of Google, your company might as well not exist. But even being on Page 1 isn't enough since the majority of visitors only click on the first few results, with:

- The #1 spot receiving 33% of all clicks.
- The #2 spot getting about 15% of visitors.
- The #3 spot attracting 9% of the total traffic.

And thereafter, the drop-off is steep.

This is why on-site search engine optimization (SEO) is so crucial to the long-term success of your business.

What Is On-Site SEO?

With on-site SEO, the focus is on improving aspects of your website that are within your direct control – e.g. publishing useful and relevant content that uses the keywords your target market actively searches on sites like Google and Bing.

Most businesses use research tools like Google's Keyword Planner to help them find search terms that are worth targeting. Alternatively, they analyze their competitors' websites to discover useful keywords.

This may seem like an intuitive approach. But using this method means you'll end up going after the same keywords as everyone else. These search terms may have higher traffic – but they'll also have higher competition as well.

So what's the alternative? Keep reading...



"The top 5 search engine results get 75% of the clicks"

— 6 Sticky SEO Facts All Marketers Should Know by Scott Meyer, Hubspot

"Using personas made websites 2-5 times more effective and easier to use by targeted users"

— *The Science of Building Better Marketing Personas [Infographic]* by Lindsay Kolowich, Hubspot

Personas: A Better Approach to SEO Keyword Discovery

No matter what you sell, writing for the masses is a losing strategy:

- You can't appeal to everyone.
- You can't compete with everyone.

But if you understand your target market well, you can create personas that revolve around their unique needs and desires. Focusing on things like age, gender, location, and pain points will allow you to develop a clearer idea of how your customers think. Equally important, you'll better understand the vocabulary they use – which is invaluable during the keyword discovery phase.

Better still, creating detailed personas allows you to target longer and more specific keywords that your competitors overlook.

For example, the general public might be interested in your "weight loss tips." But if your target market is stay-at-home parents,

an article about the "Top 10 Weight Loss Tips for Busy Homemakers" could rank better due to less competition.

So where do you find these keywords?

Go wherever your personas hang out (online) – and study the language they use. Helpful starting places include:

- Reddit
- Forums
- Quora
- Facebook groups
- Twitter feeds
- And more...

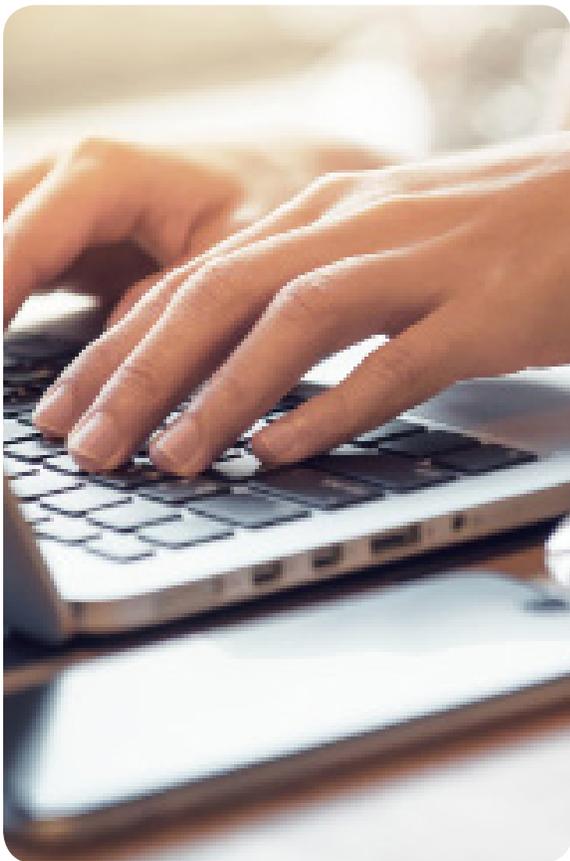
Additionally, tools like SEMrush can help you discover long-tail keywords with high conversion potential. Longer phrases with high monthly search volume represent the best opportunities since they typically have the least competition.

On-Site SEO and Keyword Inclusion

With your keywords chosen, it's time to start weaving them into your site's content. Don't get too hung up on verbatim inclusions. Google's search algorithm is very good at recognizing synonyms. In fact, using keyword variants can actually improve your overall rankings.

For example, "weight loss" and "diet" are closely related semantic keywords. And using both in the same article makes it easier for Google to determine what your site is about.

For any given webpage, you should weave your keywords naturally throughout. It's best to write for humans – and not for robots. But there are areas of each page that deserve special attention.



1. The First 100 Words

There should be at least one keyword included in the opening paragraph of your article (i.e. the first 100 words of each piece).

2. Titles and Headings

Google gives greater SEO weight to keywords surrounded by heading tags (e.g. H1, H2, and H3). So it's best to include keyword variants in all of your titles and paragraph headings.

3. The Article URL

Your primary keyword should appear in the URL for that article. But resist the temptation to stuff keywords into your links. When it comes to search engine rankings, shorter URLs are better:

- www.domain.com/weight-loss-homemakers (GOOD)
- www.domain.com/weight-loss-tips-for-busy-homemakers-in-2018 (BAD)

4. Meta Data

The meta title and description are the blurbs that appear in the Google results for each site. And you should include your target keyword(s) in these descriptive snippets.

5. Image Tags

For optimal SEO results, you should include keywords in the alt tags for any photos that appear in your article.

6. Internal Links

Creating internal links within your site helps Google's algorithm index your pages more quickly. And this also passes on a little SEO love as well.

So any time "weight loss" appears elsewhere on your site, you should link this keyword back to your blog post on the "Top 10 Weight Loss Tips for Busy Homemakers."

On-Site SEO As an Ongoing Process

Effective SEO isn't a one-time fix. Instead, it's an ongoing process since:

- Google's search algorithm is constantly improving.
- Your competitors are always trying to outrank you.
- Your target market's needs are continuously evolving.

As such, you should go back and fix any existing content on your site. And moving forward, you should apply the above best practices to all future pieces you write.

However, you won't see results overnight. Successful on-site SEO takes time. But the benefits are cumulative. So the hard work you invest today will eventually yield higher rankings (and more traffic) tomorrow.

Ready to Get Your On-Site SEO on Track?

To learn more about how On-Site SEO can help boost your online visibility and leads, visit FridayMarketing.com/appointment to schedule a free consultation or call (916) 608-8913.

Tired of Feeling Stuck With Your Marketing?

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